

**AMENDMENTS TO THE SPECIFICATION**

Please replace paragraph [0066] with the following amended paragraph:

[0066] Indicia such as the name "Roger" may be applied to the sidewall of the tire 14 by a variety of procedures such as the application of rubberized letters, paint, abrasion of the tire to reveal a white under layment, etc. Additionally, a code in the form of mirror sensor strip M1 or other indicator is appropriately positioned on the sidewall of the tire adjacent the indicia.

Please replace paragraph [0067] with the following amended paragraph:

[0067] The hardware of each microchip logic unit includes component 4 which comprises an infrared or other form of emitter 4 that projects a beam onto the sidewall of the tire 14 or the tread thereof. ~~An~~ Component 3 comprises an infrared or other type sensor or detector 3 is positioned to receive any light from the emitter 4 which is reflected from the sidewall and/or tread of the tire. Also included in the microchip logic unit is component 3 which comprises a light or strobe or LED flashing unit 2 and component 1 which comprises an optical motion detector 1. Motion detector 1 merely senses the presence of motion in the field of view of the vehicle tires. If motion is detected and the system is operating the system remains operational. On the other hand, if no motion is detected, the system is shut down.

Please replace paragraph [0068] with the following amended paragraph:

[0068] When the vehicle tire illumination system 12 is energized and the automobile 10 is traveling along a roadway, a beam from emitter 4 is reflected by the mirror sensor

strip M1 onto detector 3 each time the sensor strip is in the path of the emitter. When this occurs the microchip logic unit A1 energizes the flashing unit 2 within less than ½ second illuminates the indicia "Roger" on the sidewall of the tire 14 for a duration less than ½ second. This causes the indicia to appear stationary which may then be observed by persons in the field of view of the traveling automobile 10. Each revolution of tire 14 produces a similar burst of bright light from the flashing unit 2 to thereby create the illusion of a stationary tire sidewall in the area of the indicia. As such, the indicia of the sidewall of the tire is easily discernable. The flashing unit 2 may be covered with different color lenses to thereby project colored light onto the sidewall of the tire or onto the wheel.

Please replace paragraph [0069] with the following amended paragraph:

[0069] Normally in the close quarters of an automobile wheel well, the ~~hardware components~~ 1, 2, 3 and 4 ~~is are~~ positioned to project the emitter beam and a burst of bright light from almost directly above the side wall of the tire 14. Under such circumstances indicia 30, such as shown in Figures 3 and 4 may be fabricated to comprise a matrix of transparent thermoplastic or other material 32 with trapezoidal-shaped, cube-like reflective particles 34 or other non-spherical or spherical particles embedded therein. These particles function to reflect the flashing light outwardly from the automobile tire as well as upwardly toward the sensor 3. The transparent matrix 32 with the reflective particles 34 may be secured to a suitable backer 36 which is applied to the sidewall of the tire 14.

Please replace paragraph [0070] with the following amended paragraph:

[0070] Figure 5 illustrates an alternate embodiment of the present invention where the microchip logic unit and the associated hardware are packaged within a system 40 located under the body of automobile 10. In system 40, fiber optic cables C1, C2, C3 and C4 are positioned in the wheel well 42 of the vehicle for projection onto the sidewall of tire 14. Fiber optic cable C1 emits infrared light onto the sidewall which is reflected back to fiber optic cable C2 by the mirror sensor strip M1. When this occurs a burst of bright light from fiber optic cable C3 is directed onto the sidewall of the tire to illuminate the indicia "Roger". A burst of such light occurs each revolution of tire 14 which makes the indicia appear to be stationary.

Please replace paragraph [0071] with the following amended paragraph:

[0071] Figure 6 shows features of the present invention wherein the hardware components 1, 2, 3 and 4 is are positioned on a swing frame 50 pivoted to the automobile 10 by pivot pins 52, 54. Otherwise the system of Figure 6 is the same as shown in Figures 1 and 2. Accordingly, when the system of Figure 6 is energized a motivator, such as a piston and cylinder 56, function to swing frame 50 in an outward direction about the pivot pins 52, 54. This positions the flashing light unit outwardly of the sidewall of the tire so as to more effectively illuminate the indicia thereon.